



Becoming a Member of an industry body is an investment in your business future and the industry you operate within.

The role of the Surf & Boardsports Industry Association is to drive the vibrancy, growth and business opportunities for members and the industry we conduct our day to day business in.

Your Membership helps ensure the future strength and growth of the industry and the sports and lifestyles that we share our passion for.

The Surf & Boardsports Industry Association Inc (SBIA) is a non profit organization, founded by, and run by Surf & Boardsports Retailers and Industry Brands. The association serves as the preeminent voice on a grassroots level with manufacturers, suppliers, and other associations.

Association Membership is for Manufacturers, Brands, Agents and Retailers that operates within the Surf or Boardsports Channel and is limited to;

- Retailers who sell recognised industry brands with a surf or boardsports lifestyle premise.
- Endemic Industry Brands and Manufactures whose primary sales channel is shops with a surf or boardsports premise.
- Agencies representing endemic Industry Brands and/or Manufactures as above

The SBIA is run by its members, who through the elected Board determines policies and sets strategic goals. The Board is directed and maintains its strength and focus through the input of its members and is the public voice of the Association.

The Association's vision is to "Support the development of the Surf & Boardsports Industry" and does this through it's Industry Awards, forums, bootcamps, research and communications.

Vision

To support the development of the surf and Boardsports Industry.

Mission

The objects for which the association is established are;

- 1.** To provide platforms for the discussion of industry opportunities and issues and in turn the development and implementation of strategies and policies.
- 2.** To monitor, identify and analyse issues affecting, to likely to affect, the industry and to develop solutions and provide information to its members, government and the public where desirable for the promotion of the associations objectives.
- 3.** To collect and share information on matters affecting members of the association.

To become an SBIA Member,
please head to the website
www.sbia.com.au/membership

MEMBERSHIP FEATURES AND BENEFITS

MEMBERSHIP	ASSOCIATE MEMBER	RETAIL BUSINESS MEMBER	BRAND AND MANUFACTURERS BUSINESS MEMBERS
Membership Eligibility Surf & Boardsports Industry Association Membership is for Manufacturers, Brands, Agents and Retailers operating within the Surf or Boardsports Channel and is limited to; <ul style="list-style-type: none"> •Retailers who sell recognised industry brands with a surf or boardsports lifestyle premise. •Endemic Industry Brands and Manufactures whose primary sales channel is shops with a surf or boardsports premise. •Agencies representing endemic Industry Brands and/or Manufactures as above 	YES	YES	YES
Voting Rights	NO	YES	YES
SBIA Monthly E Newsletter <ul style="list-style-type: none"> - Industry News - Member profile - Retail panel reports - Survey commentary (not results) 	YES	YES	YES
SBIA Events: Entry into SBIA events and workshops (Please note; Attendance etc is limited to Members of SBIA) <ul style="list-style-type: none"> - Surf Industry Awards - Surf Industry Summit - Surf Industry Workshops 	YES	YES	YES
SBIA Research & surveys <ul style="list-style-type: none"> - Quarterly Retail Insights (Survey full results) - Quarterly Brand Insights (Survey full results) - Annual Consumer Survey (Survey full results) - Snap Surveys 	NO	YES	YES
WWW.SBIA.COM.AU <ul style="list-style-type: none"> - website members access - summit presentations - newswire - SBIA webinars & podcasts - Industry Calendar Key dates for retail and the surf industry	NO	YES	YES

MEMBERSHIP LEVEL FEES & STRUCTURE

Member Type	Annual membership fee (inc. GST)
Micro Business Member - As a Micro Business Member annual turnover is up to \$500k	\$110.00
Small Business Member - As a Small Business Member annual turnover will be between \$500K and \$2M with up to approximately 10 employees.	\$550.00
Small - Medium Business Member - As a Small Medium Business Member annual turnover will be between \$2M and \$5M with up to 30 employees as a guide depending on business type.	\$1,100.00
Medium Business Member - As a Medium Business Member annual turnover will be between \$5M and \$10M with up to approximately 60 employees as a guide depending on business type.	\$2,750.00
Medium - Large Business Member - As a Medium Large Business Member annual turnover will be between \$10M and \$20M with up to approximately 100 employees as a guide depending on business type.	\$5,500.00
Large Business Member - As a Large Business Member annual turnover for the Australian market across the business will be between \$20M and \$40M with up to approximately 150 employees as a guide depending on business type.	\$8,250.00
Major Business Member - As a Major Business Member annual turnover for the Australian market across the business will be greater than \$40M and greater than 200 employees.	\$11,000.00